LEO BURNETT U.S.A.
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Tar/Taste Theory Exploded.

New 9 mg. tar MERIT with 'Enriched Flavor' proves taste no longer depends on amount of tar.

Until now, cigarette flavor pretty much depended on the amount of tar that went along with it.

Regardless of "low tar, good taste" claims, *regardless of fancy-filters and "space-age" filtering systems*—you couldn't get high taste without high tar.

Nor low tar without low taste.

That was the theory.

Until now.

By isolating certain "key" ingredients of tobacco in *cigarette smoke, ingredients* that deliver taste way out of proportion to tar, researchers at Philip Morris have developed an 'Enriched Flavor' process so successful at boosting flavor, the resulting cigarette actually delivers as much—*or more*—taste than *brands having more tar.*

Up to 60% more tar.

The cigarette is 9 mg tar MERIT. One of the lowest tar levels in smoking today.

If you smoke—you'll be interested.

Taste-Tested By People Like You

9 mg. tar MERIT was taste-tested against five *current leading low tar cigarette brands ranging from* 11 mg. to 15 mg. tar.

Thousands of smokers were involved, smokers like yourself—all tested at home*

Even if the cigarette tested had 60% more tar than MERIT, a significant majority of all smokers tested reported new 'Enriched Flavor' MERIT delivered more taste.

Repeat: delivered more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, 9 mg. tar MERIT MENTHOL performed strongly, too, delivering as much—*or more*—taste than the higher tar brands tested.

You've been smoking "low tar, good taste" claims long enough. Now smoke the cigarette.

MERIT. Unprecedented flavor at 9 mg. tar.

From Philip Morris.

*American Institute of Consumer Opinion. Study available free on request. Philip Morris Inc., Richmond, Va. 23261

9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

MERIT and MERIT MENTHOL

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Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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